

004280" 09954560

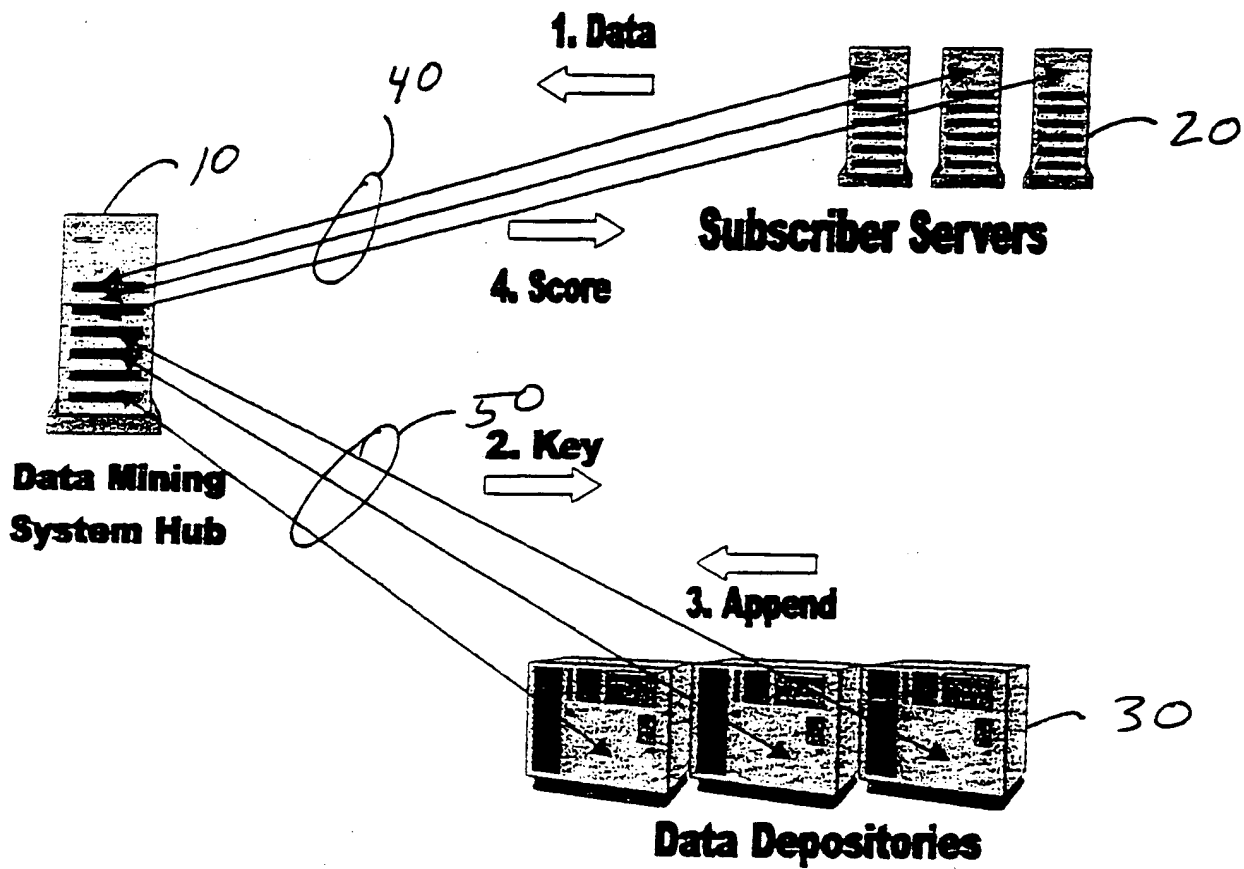


FIG. 1

004280" 09954960

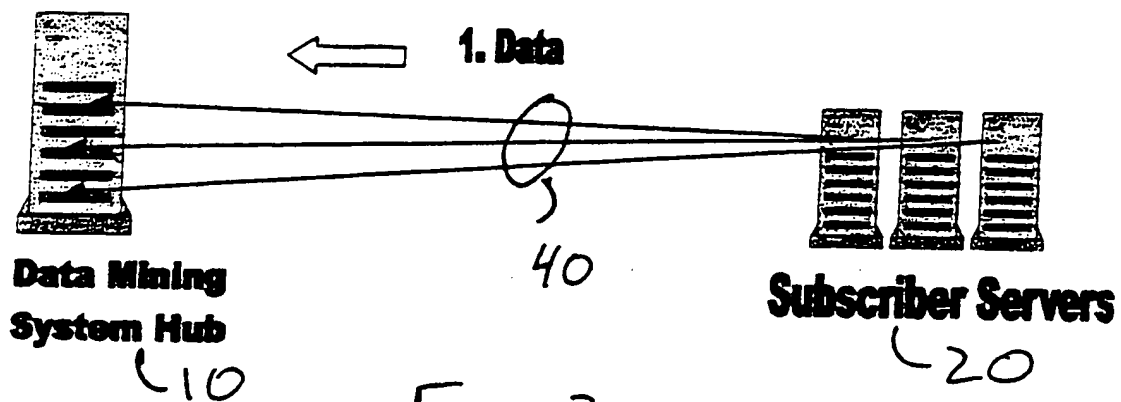


FIG. 2

Data Field Names

Customer Name

Customer Age

Customer Address

Customer e-mail address

Subscriber Server Data

Joe Blow,

34,

213 Main Street, Alameda, CA, 94502,

jblow@hotmail.com

FIG. 3

004280" 09954960

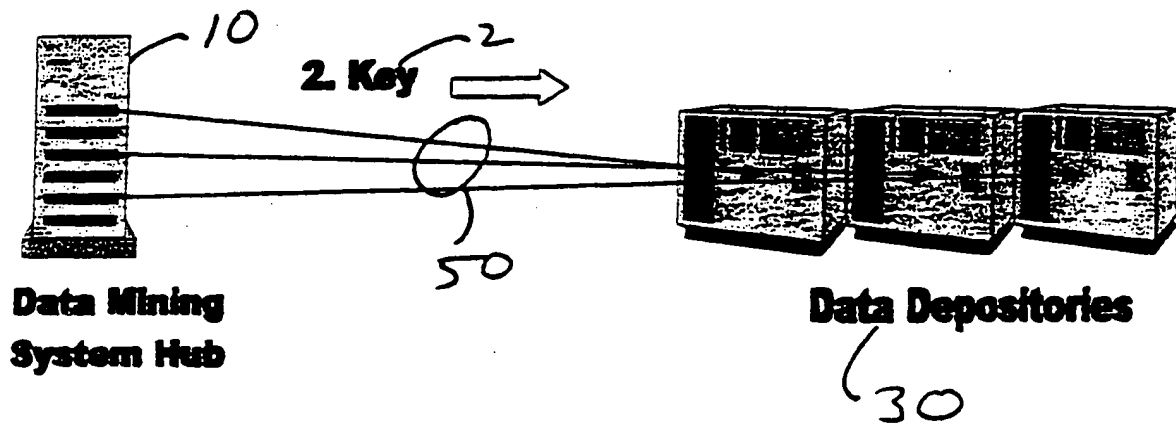


FIG. 4

004280"09954960

Key Field Names

Customer Address

Customer e-mail address

Key Data

213Main3Street, Alameda, CA, 94502,

jblow@hotmail.com

FIG. 5

09645650-082400

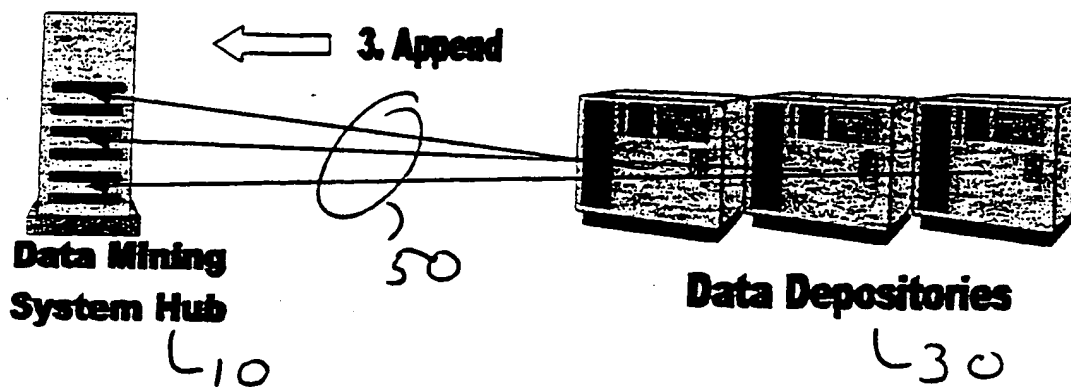


FIG. 6

3

Interest Category Code

Investment & Websites

FIG. 7

004280 095450

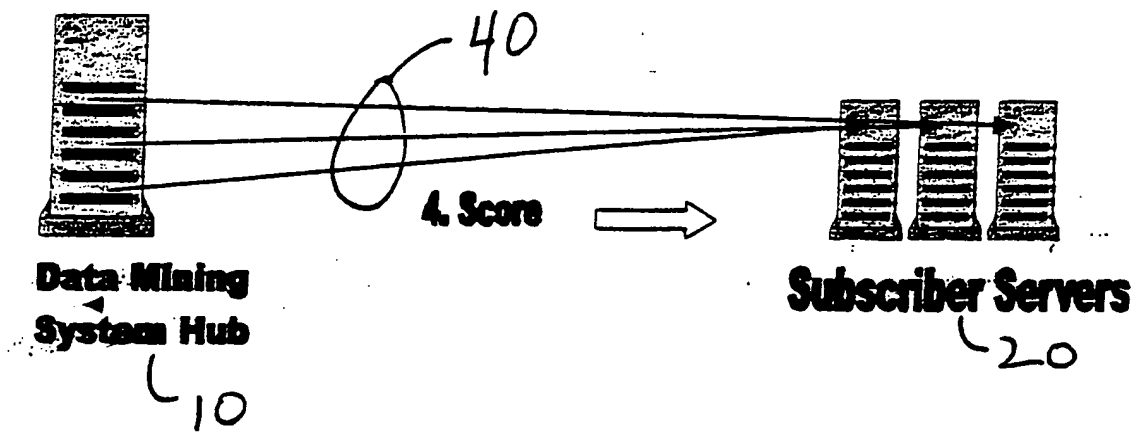


FIG. 8

0964560-0964560

Scores Field Names

Customer e-mail address
Propensity to Purchase Score
IF/THEN Rule
Cluster ID

Score Data

jblow@hotmail.com,
72%,
IF Age 34 AND SUV THEN Product XYZ 76%, High\$

FIG. 9